

The left side of the image features a collage of makeup products. At the top, there are wavy, liquid-like splashes of bright pink and brown. Below these, a white rectangular box contains the word 'AVON' in a black, thin, sans-serif font. In the bottom left corner, there is a stack of four lipstick tubes in shades of pink, red, and magenta, arranged diagonally. The background of this section is a light, textured surface with some faint floral patterns.

AVON



AVON

MAKE-UP GUIDE
2011 - 2012

Welcome

Love make-up?

Read on to discover captivating **colours** and fabulous **finishes**, where each shade has been reproduced to the **highest quality**.

There's also lots of advice and top tips to help you master your make-up, just like a professional.

So, what are you waiting for?

FACE

EYES

LIPS

NAILS

EXTRA LASTING

ARABIAN GLOW

24K GOLD

COLOR TREND



FIND A FOUNDATION

Discover the perfect match for your skin



FIND YOUR SKIN TYPE	CHOOSE YOUR COVERAGE
NORMAL/ COMBINATION smooth, even-toned skin with an oily T-zone and dryer cheeks	FULL Cream-To-Powder MEDIUM Natural Liquid SPF10 COLOURLESS MagiX Face Perfector SPF20
DRY skin feels tight and may have rough, dry patches and fine wrinkling	FULL Cream-To-Powder COLOURLESS MagiX Face Perfector SPF20
OILY shiny skin with enlarged pores, blackheads or blemishes	MEDIUM Calming Effects Illuminating COLOURLESS MagiX Face Perfector SPF20
SENSITIVE delicate skin which flushes easily and is prone to allergic reactions	MEDIUM Calming Effects Illuminating



magiX



MAGIX COLOURLESS
FACE PERFECTOR SPF20

calming effects



CALMING EFFECTS
ILLUMINATING FOUNDATION



ideal shade



IDEAL SHADE CREAM-TO-
POWDER FOUNDATION



ideal shade



IDEAL SHADE NATURAL LIQUID
FOUNDATION SPF10



Sculpt your cheeks, whatever your face shape



OVAL
Start at the apple of your cheeks and sweep up towards your temples.



SQUARE
Soften your jawline by applying blusher on the apples of your cheeks, swirling in small circles.



ROUND
Slim down a round face by applying blusher along the top of your cheekbones.



LONG
Make a narrow face look wider by keeping blusher more horizontal and blend well.



TRUE COLOUR BLUSH



Earthen Rose



Russett



Soft Plum



IDEAL SHADE
PRESSED POWDER



Fair



Light Medium



IDEAL SHADE
CONCEALER STICK



Fair



Medium

FINISHING TOUCHES

All you need for a flawless finish

ILLUMINATING FACE PEARLS



EXPERT EYES

Hints and tips for a perfect eye

Smoky eyes made simple



1. Sweep on a light eyeshadow shade from lash to brow bone to act as a base and highlighter.



2. Select a medium shade and blend it from inner eye across the socket area to contour and define.



3. Then sweep a darker shade along the lash line, winging it out at the corners to intensify the smoky eye look.

Your guide to gorgeous lashes



1. Tip your head back and wiggle the brush at the base of your top lashes to make sure you have ultimate separation and coverage.

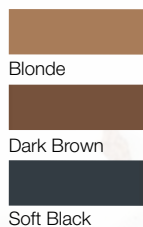


2. Wiggle the brush as you move up the lashes.



3. To coat your bottom lashes, tilt your head forward, hold the brush vertically and coat lashes from root to tip with the end of the brush.

Model wears: True Colour Eyeshadow Quad in **Fresh Cut Greens** and SuperExtend Mascara in **Black**. Styled with lash inserts for an even lash line.

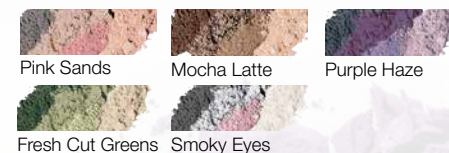
GLIMMERSTICK
BROW DEFINERGLIMMERSTICK
DIAMONDS EYELINERGLIMMERSTICK
EYELINERIN A BLINK
SHADOW AND
LINER

EMPHASISE EYES

Sumptuous shadows and liners



TRUE COLOUR EYESHADOW QUAD



volume

max volume

lightweight

define



up to 12x volume*

SUPERSHOCK
MASCARA

Black



up to 15x volume**

SUPERSHOCK MAX
MASCARA

Black

SUPERENCHANT
MASCARA

Black

SUPERMAGNIFY
MASCARA

Black

LUSCIOUS LASHES

Mascaras for every lash look

lengthen

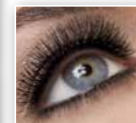
SUPEREXTEND
MASCARA

Black

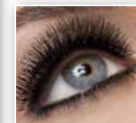
3-in-1



full



fuller



fullest

SPECTRALASH
MASCARA

Black

curl

SUPERCURLACIOUS
MASCARA

Black

LUSCIOUS LIPS

Hints and tips for the perfect lip

Lipstick made simple



1. Stretch your lips and apply colour to the centre of the top and bottom lips. Then glide the colour out to the corners.



2. Blot with a tissue, reapply colour and blot again for a long-lasting finish.

Glossy lips made easy



1. For a fuller lip look, first apply Glazewear Lipgloss just slightly outside the lip line.



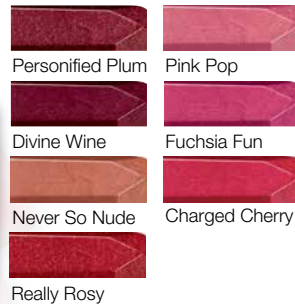
2. Then fill in the lip area with more gloss for the illusion of a plumper pout.



COLORDIASIAc LIPSTICK
SEDUCTIVE SCENT



ULTRA COLOUR RICH
MEGA IMPACT LIPSTICK



MOISTURE SEDUCTION LIPSTICK



ULTRA COLOUR RICH
PINK CRYSTALS LIPSTICK

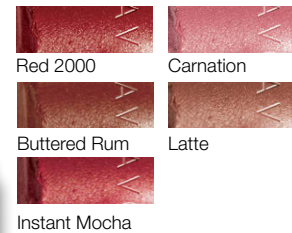


LOVELY LIPSTICKS

Kissable colour for luscious lips



ULTRA COLOUR RICH LIPSTICK
SATIN



ULTRA COLOUR RICH LIPSTICK
METALLIC



ULTRA COLOUR RICH LIPSTICK
SHIMMER



GLIMMERSTICK
LIP LINER
DEFINE





clear SPF15



GLAZEWEAR
LIPGLOSS SPF15

GORGEOUS GLOSSES

Lavish lips with sensational shine



superb shine



GLAZEWEAR SHINE LIPGLOSS



PERFECT POLISHES

Vibrant colour at your fingertips

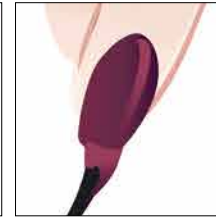
Achieve salon perfect nails in minutes



1. Start by applying polish down the centre of the nail in one quick stroke, stopping short of the cuticle.



2. Lift brush and stroke the left side of nail from base to tip, and repeat applying polish to the right side.



NAILWEAR PRO NAIL ENAMEL



shine lasts
up to
10 days**



*Consumer Study, 55 people.

**Consumer Study, 12 people.



18 hours of non-cakey coverage[†]

EXTRA LASTING FOUNDATION SPF12



Ivory

Natural Beige

Shell



EXTRA LASTING LIPGLOSS



Everlasting Petal

Perpetual Pink

Infinite Berry



8 hours of luminous shine^{††}



EXTRA LASTING LIPSTICK



Eternal Flame

Mauve Ice

Cappuccino

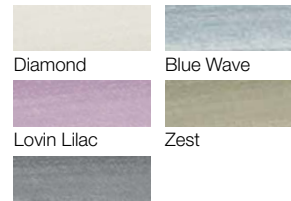
Totally Twig

Enduring Wine



8 hours of satin lip colour^{†††}

EXTRA LASTING EYESHADOW STICK



Diamond

Blue Wave

Lovin Lilac

Zest

Classic Grey



Time moves fast. Your make-up doesn't have to.



all day crease-proof colour^{*}



EXTRA LASTING MASCARA



Black

18 hours of 7x volume^{**}



EXTRA LASTING EYELINER PEN



Black

Brown

all day silky liquid colour^{***}

[†]Consumer Study, 122 people.
^{††}Consumer Study, 120 people.
^{†††}Consumer Study, 120 people.

^{*}Consumer Study, 52 people.
^{**}Consumer Study, 99 people.
^{***}Consumer Wear Evaluation, 35 women.

ARABIAN GLOW

24K GOLD



ARABIAN GLOW PRESSED POWDER



Shimmering Bronze



ARABIAN GLOW BRONZING PEARLS



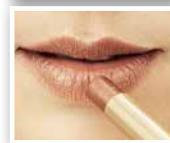
ARABIAN GLOW MULTISTYLE



Shimmering Bronze



Deep Bronze



3-in-1 for eyes, lips and cheeks

24K GOLDEN GLAMOUR

Indulgent make-up infused with real gold



ULTRA COLOUR RICH
24K GOLD LIPSTICK



Golden Peach



Ruby in Gold



Rosey Gold



Gold



Pink



Amethyst Gold



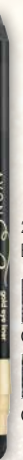
24K GOLD EYESHADOW QUADS



Gleam Of Gold



Golden Splendour



24K GOLD EYELINER



Golden Brown



Golden Black



24K GOLD LIP GLOSS



Honey Gold



Pink



Golden Peach



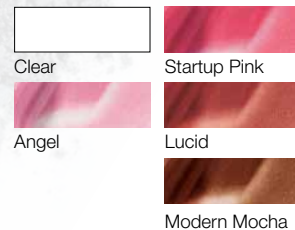
24K MASCARA



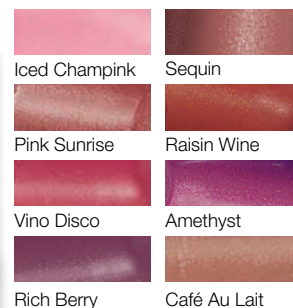
Golden Black

Have fun with fabulous colour

READ MY LIPS LIPGLOSS



KISS 'N' GO LIPSTICK



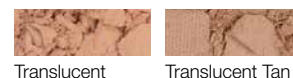
FRESH FACE-OIL FREE FOUNDATION



PERFECT AND HIDE CONCEALER



FINAL TOUCH PRESSED POWDER



EYE CONTACT EYESHADOW DUO



PLUMP OUT MASCARA



PENCIL PLAY EYELINER

